In the Claims

1-15. (cancelled)

16. (new) An adhesive fastener component, comprising:

a flat carrier having opposite first and second surfaces;

a plurality of fastener elements protruding from at least said first surface of said flat carrier and being one of hooks, mushroom heads and loops; and

a printed heater directly on at least certain sections of said flat carrier in one of thick and thin film technology and converting supplied energy into heat.

17. (new) A adhesive fastener component according to claim 16 wherein

said heater converts electrical energy into heat.

18. (new) A adhesive fastener component according to claim 17 wherein

said heater comprises a resistance heater.

19. (new) A adhesive fastener component according to claim 16 wherein

said heater is one of a screen printing application and an offset printing application on said flat carrier.

20. (new) A adhesive fastener component according to claim 16 wherein

said flat carrier comprises printed conductors and terminal electrodes electrically coupled to said heater.

21. (new) A adhesive fastener component according to claim 16 wherein

said heater is applied to another carrier laminated to said flat carrier.

22. (new) A adhesive fastener component according to claim 16 wherein

said fastener elements and said flat carrier are integral.

23. (new) A adhesive fastener component according to claim 16 wherein

said fastener elements and said flat carrier are jointly thermoplastically shaped.

24. (new) A adhesive fastener component according to claim 16 wherein

said flat carrier and said fastener elements are formed of the group consisting of polymer plastic, duroplastic, acrylate plastic, thermoplastic, polyester and polyamide.

25. (new) A adhesive fastener component according to claim 16 wherein

said flat carrier comprises a textile formed by one of weaving, knitting, braiding and embroidery.

26. (new) A adhesive fastener component according to claim 25 wherein

said flat carrier comprises two textile plies; and

said heater is located between said plies.

27. (new) A adhesive fastener component according to claim 16 wherein

an energy storage is provided on said flat carrier.

28. (new) A adhesive fastener component according to claim 27 wherein

said energy storage device comprises an electrochemical energy storage device being one of a thick and thin film technology application.

29. (new) A method for producing an adhesive fastener component comprising the steps of:

forming a flat carrier with opposite first and second surfaces, and a plurality of fastener elements protruding from the first surface of the flat carrier and being one of hooks, mushroom heads and loops; and

subsequently applying a heater directly onto the flat carrier at least in certain sections of the flat carrier, for converting supplied energy into heat, by printing in one of thick and thin film technology.

30. (new) A method according to claim 29 wherein

prior to applying the heater to the flat carrier with the fastener elements, a surface treatment is performed on the flat carrier to improve adhesion of the heater.

31. (new) A adhesive fastener component according to claim 16 wherein

said flat carrier comprises an insulating layer bearing said heater.

32. (new) A adhesive fastener component according to claim 16 wherein

said heater is on said first surface between said fastener elements.

33. (new) A adhesive fastener component according to claim 16 wherein portions of said flat carrier and said fastener elements are electrically conductive.

34. (new) A adhesive fastener component according to claim 16 wherein said heater comprises a conductive resistance path with an interruption;

an insulating layer cover with a gap corresponding to said interruption extends over said resistance path; and

a cover layer with a bridge contact bridges said interruption when deformed.